

COTOLETTA™ Brand Licensing Guide

About the Cotoletta Brand

Cotoletta™ embodies timeless European style with Miami flair — an elevated yet approachable concept defined by warmth, sophistication, and craftsmanship.

From its iconic logo and handwritten typography to its signature deep reddish-brown palette, every detail reflects a commitment to authenticity and quality.

84 Cotoletta LLC is the custodian of the Cotoletta™ intellectual property and licenses the brand to select partners who share its standards of excellence.

Through its licensing program, 84 Cotoletta LLC grants limited rights to use its trademarks, trade dress, and proprietary recipes in connection with approved restaurant and hospitality experiences.

The Licensed Brand Experience

The Cotoletta™ brand extends beyond a logo — it is a curated ambiance, a menu, and a sensory identity. Licensees are entrusted with preserving the integrity of the brand through careful attention to design, cuisine, and guest experience. All use of Cotoletta™ intellectual property must comply with 84 Cotoletta LLC's brand and design standards, as further set forth in this licensing guide.

Brand Oversight and Collaboration

84 Cotoletta LLC collaborates closely with its licensees to ensure consistent execution of the brand vision across every location.

Our team provides ongoing guidance in marketing, presentation, and design to maintain the signature Cotoletta look and feel while allowing each venue to express its own local character.

Authorized Use and Trademark Notice

Cotoletta™ and the Cotoletta logo are registered trademarks of 84 Cotoletta LLC, used under license. All intellectual property rights, including logos, wordmarks, recipes, and trade dress, remain the exclusive property of 84 Cotoletta LLC. Use of the Cotoletta™ brand is permitted only under written license and in accordance with these guidelines. Unauthorized use is strictly prohibited.

Contact

84 COTOLETTA LLC

Brand Licensing & IP Division

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1. Branding and Design Elements

1.1 Cotoletta Logo & Wordmark.

“Cotoletta”

Official Cotoletta Logo:



1.2 Brand Colors

All branding must adhere to the Cotoletta official color palette. The Cotoletta brand is defined by a signature deep reddish-brown color palette and distinctive handwritten-style typography, both of which must be used consistently across all branding, marketing, signage, and interior design elements to maintain a cohesive and recognizable identity. The primary color is as follows:

- **Primary Color (Cotoletta Red-Brown):**
 - **Hex Code:** #8E1C01
 - **RGB:** (142, 28, 1)
 - **Pantone Approximation:** Pantone 7623 C or Pantone 7624 C

All branding materials, including signage, menus, digital assets, and marketing materials, must adhere to this color specification to maintain the integrity and consistency of the Cotoletta brand identity. Any deviation from this color must receive prior written approval from 84M.

(Note: The final Pantone color shall be determined by the client’s graphic designer to ensure consistency in print and digital formats.)

2. Signature Menu Items & Recipes. A Cotoletta licensee shall the following signature Cotoletta dishes using 84M’s proprietary recipes and presentation guidelines:

- Cotoletta alla Milanese – Traditional breaded veal cutlet
- House-Made Signature Side and Pasta Dishes
- Proprietary Spice Blends & Sauces (*to be sourced from designated suppliers*)

Each dish must be prepared in accordance with 84M’s plating, portioning, and presentation guidelines, which may be updated from time to time.

3. Restaurant Ambiance & Experience

3.1 Interior Design & Trade Dress. The Cotoletta™ brand aesthetic blends classic Art Deco elegance with warm, inviting European charm, creating a space that feels both sophisticated and approachable. The Cotoletta visual identity should be reflected in branded interiors, marketing materials, and customer-facing elements to maintain a cohesive aesthetic. Any significant deviations must receive prior written approval from 84M. *(Note: Final supporting colors and design elements shall be finalized by the client's graphic designer to ensure consistency across digital and physical spaces.)*

- **Supporting Color Palette:**

- Soft Pink Exterior & Interior Accents *(Hex/Pantone to be provided by client's graphic designer)*
- Deep Reddish-Brown (Cotoletta Primary Brand Color) – #8E1C01
- Gold or Brass Accents – Enhancing the Art Deco influence
- Lush Green Elements – Bringing an organic, fresh balance to the space
- Design Inspiration & Key Elements:
- Art Deco-Inspired Visuals – Elegant geometric patterns, vintage-style typography, and curated artwork reflecting European and Italian influences, while acknowledging Miami's rich Art Deco influence.
- Hand-Illustrated or Vintage Posters – Displaying stylized, colorful Art Deco posters that enhance the restaurant's nostalgic yet modern feel.
- Chalkboards with Handwritten Menus & Specials – A casual, personalized touch to keep the space dynamic and welcoming.
- Lush Greenery & Plants – Hanging and potted plants, adding a fresh, organic warmth to the interior.
- Velvet & Leather Seating with Warm Wood Finishes – Balancing vintage elegance with cozy comfort.

- **Brand Experience & Ambiance:**

- Tables set with classic bistro elements – Marble or wood tabletops, minimal but elegant settings, bistro seating.
- Soft, Ambient Lighting – Creating an intimate, welcoming environment.
- Music & Atmosphere – Italian-inspired playlists complementing the European café feel.

3.2 Staff Uniforms. Cotoletta™ staff attire reflects the brand's elegant yet approachable aesthetic, maintaining a classic and refined all-black dress code.

Front-of-House Staff:

- Black button-up shirts or fitted black tops
- Black trousers or skirts (no jeans or overly casual attire)
- Black aprons with subtle branding (if applicable)
- Black shoes (polished, professional, and non-slip)

- **Back-of-House Staff:**

- Black chef jackets or t-shirts (as designated by role)
- Black pants suitable for kitchen work
- Black aprons for designated prep stations
- Non-slip black kitchen shoes

All staff attire should be clean, well-fitted, and professional, reflecting Cotoletta's elevated yet effortless ambiance. Any modifications to uniform standards must be approved by 84M to maintain brand consistency.

4. Approved Marketing & Customer Engagement

4.1 Marketing Materials. An authorized licensee may use the following approved marketing assets: Social media graphics (must align with Cotoletta aesthetic and voice). Approved advertising formats (flyers, digital ads, website placements).

4.2 Online Presence & Social Media. Cotoletta should be represented consistently across social platforms, using approved descriptions. Photography used in marketing must reflect actual Cotoletta dishes as plated according to brand guidelines.

5. Customer Experience & Service Guidelines

To maintain the authentic Cotoletta experience, a Cotoletta licensee shall adhere to:

Service Style: Warm and inviting, with a focus on high-touch hospitality.

Music & Atmosphere: Upbeat or lounge music playlists provided by 84M or approved sources.

Tableware & Presentation: Plates, glassware, and cutlery should align with the upscale casual dining aesthetic.

Recipes: As provided during chef training sessions.